

COMMERCIAL RADIO STATION FORMAT

KCFM 99.8

Character of Service

A FULL SERVICE STATION FOR KINGSTON UPON HULL PLAYING BROAD MUSIC WITH NEWS AND INFORMATION

Licensed area	Kingston upon Hull and surrounding area (as in Ofcom advertisement)
Frequency	99.8 MHz
Service duration	24 hours
Locally-made hours	At least 10 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
Local news bulletins	At least hourly at peaktime weekdays and weekends. Outside peak, UK-wide, national and international news should feature.

Shared arrangements (if applicable)

Co-locationULL	No Arrangements
Programme sharing	No Arrangements

Definitions

Speech / Music	Excludes advertising, programme/promotional trails & sponsor credits
Peaktime	Weekday breakfast and drivetime, and weekend late breakfast
Daytime	0600 to 1900 weekday and weekend
Locally-made	Production and presentation from within the licensed area

MCA population : 299, 614

Licence number : AL 315-1

Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines as updated with additional text from "The Future of Radio : The Next Phase" (2007)

AGREED FEB 2009